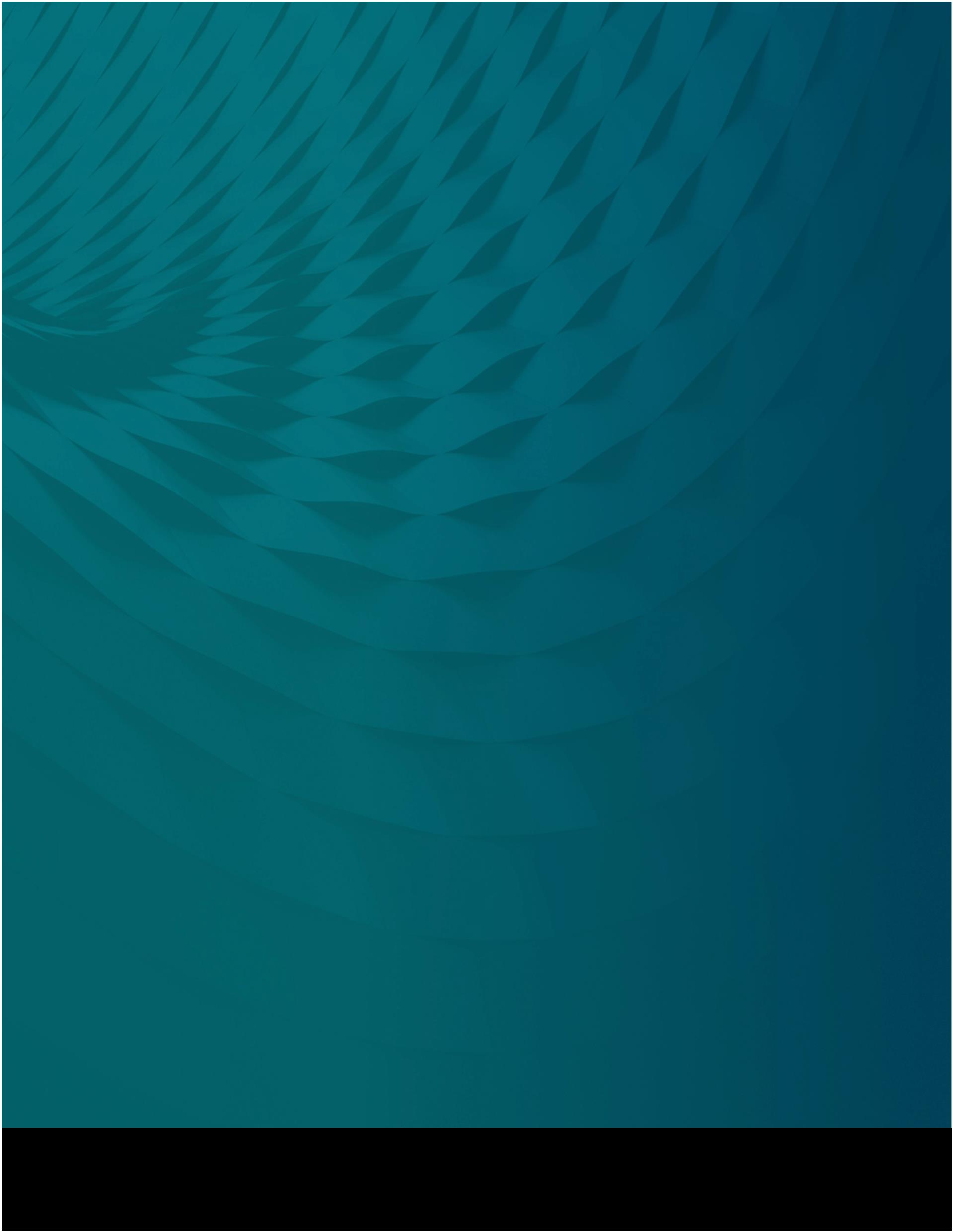
**JOB DESCRIPTION**

**FIELD SALES MANAGER**



**JOB DESCRIPTION | FIELD SALES MANAGER**

**FIELD SALES MANAGER**

Specialist Professional Sales Key Account Sales

**JOB PURPOSE**

The primary responsibility of the role-holder is to manage a team of field sales representatives. The role-holder will also be responsible for setting and agreeing the annual plans, objectives and ongoing agendas for off-licence groups.

**RESPONSIBILITIES**

**People Management**

Communicate quarterly KPIs to the field sales team and the external merchandising firm, measure performance against KPIs and formulate corrective actions plans as necessary to ensure KPIs are achieved. Set an annual plan and development plan with each team member, meet on a regular basis to discuss performance and provide coaching and advice as necessary. Conduct a formal mid-year review and end of year review. Put in place performance improvement plans as necessary for any team member who is under-performing and follow company policy in dealing with such under-performance. Ensure that performance conversations are documented in full.

**Customer Relationship Management**

Develop a proactive relationship culture with key customers where opportunities

are sought to seek feedback on level of service being provided.

Deal with customer requests and feedback on a prompt basis and ensure that customer needs are met and exceeded at all times.

Develop annual plans with customers to maximise distribution of the Company’s products, drive rate of sale of products and ensure there is maximum visibility for the Company’s brands.

Ensure all customer and product administration is processed on a timely basis to ensure that there is no disruption in service or delays in cash collection.

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**JOB DESCRIPTION | FIELD SALES MANAGER**

**Category and brand initiatives**

Communicate category and brand opportunities to customers and persuade customers to adjust their product range and product displays in line with the Company’s objectives. Execute brand activations to attain maximum visibility for the Company’s brands.

**Trade visits and activity**

Travel around the country to meet team members, customers and store personnel at a minimum 3-4 days per week. Record market trends, competitor activity and customer feedback on a daily basis.

**Customer Relationship Management (CRM) Data**

Ensure all customer/store information is captured and maintained by you and the team in the CRM platform including customer feedback, competitor activity and tracking whether targets have been achieved

**Sales Opportunities Creation**

Develop a personal network within the sales territory and represent the

organisation at industry events to identify sales opportunities, promote the

organization, and enhance its reputation.

**BEHAVIORAL COMPETENCIES Customer Focus**

Builds strong customer relationships and delivers customer-centric solutions.

**Plans and Aligns**

Plans and prioritises work to meet commitments aligned with organizational

goals.

**Builds Networks**

Effectively builds formal and informal relationship networks inside and outside

the organisation.

**Business Insight**

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**JOB DESCRIPTION | FIELD SALES MANAGER**

Applies knowledge of business and the marketplace to advance the

organisation's goals.

**Manages Complexity**

Makes sense of complex, high quantity, and sometimes contradictory information

to effectively solve problems.

**Communicates Effectively**

Develops and delivers multi-mode communications that convey a clear

understanding of the unique needs of different audiences.

**Organizational Savvy**

Maneuvers comfortably through complex policy, process, and people-related

organizational dynamics.

**Optimizes Work Processes**

Knows the most effective and efficient processes to get things done, with a focus

on continuous improvement.

**Action Oriented**

Takes on new opportunities and tough challenges with a sense of urgency, high

energy, and enthusiasm.

**Collaborates**

Builds partnerships and works collaboratively with others to meet shared

objectives.

**EDUCATION**

**General Education**

Bachelor's Degree or Equivalent Experience

Demonstrable expertise in managing field sales people in FMCG sales

Thorough knowledge of FMCG sales channel

Strong communication and presentation skills.

Excellent commercial acumen and full understanding of the key metrics

**EXPERIENCE**

**General Experience**

Experience enables job holder to deal with the majority of situations and to

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**JOB DESCRIPTION | FIELD SALES MANAGER**

advise others

Demonstrable expertise in managing field sales people in FMCG sales

Thorough knowledge of FMCG sales channel

Strong communication and presentation skills.

Excellent commercial acumen and full understanding of the key metrics

**ADDITIONAL INFORMATION**

Line Management

Responsible for full management of, off trade field sales representatives,

ensuring team targets are achieved. Responsible for engagement and people

management of field sales team.

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